

Logo usage, whether in Print, Broadcast or On-Line, must follow these

Logo Usage - Preferred Presentation

Primary

Two-Colour (Print, Broadcast, On-Line)

SPIRITpink & SPIRITGreen are the only approved Colours for the Logo.

Background Colour must NOT be a SPIRIT Colour other than SPIRITwhite or another Light Background.

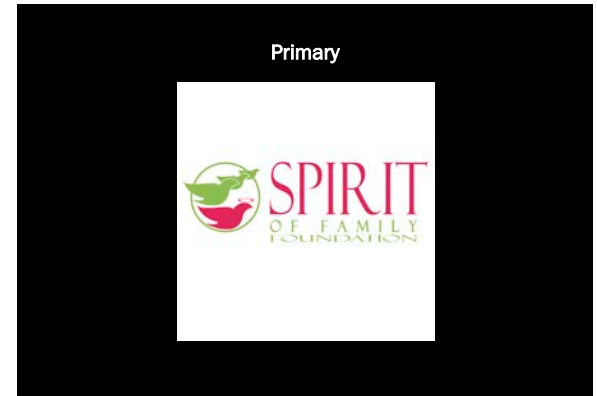


Alternate Usage

Two-Colour (Print, Broadcast, On-Line)

SPIRITpink & SPIRITGreen are the only approved Colours for the Logo.

Background Colour must NOT be a SPIRIT Colour other than SPIRITblack or another Dark Background.



Protection Clear Space

To heighten visual impact, the Logo must always be surrounded by a Protection Clear Space equal to the height of the "OF FAMILY" in the SPIRIT Logo. This Space must remain free of all Text, Graphics and any other Visual Elements.

Minimum Size

To ensure the Legibility of the Logo in all applications, a Minimum Size has been established. It is determined by the Width of the Logo from Left to Right, which should never be less than 1".



Common Misuses

- **Do not** use the SPIRIT Logo in a sentence.
- **Do not** change the size of the Letters within the SPIRIT Logo.
- **Do not** use any Colour combinations that are not approved.
- **Do not** use Outlines, Glows or Drop Shadows.
- **Do not** change the aspect ratio of the Brandmark.

Corporate Fonts

Primary Font is Eras (Text in SPIRIT Logo). Secondary Font is Felix Titling.
If the Corporate Name is used in Text Format then the Text must all be UPPER CASE and one of the Corporate Colours.

Corporate Colours

SPIRITpink

Pantone: 1925 (C, U, M)
Process: 5C, 97M, 51Y, 0K
HTML/RGB: 195R, 43G, 90B

SPIRITwhite

Pantone: Opaque White (C, U, M)
Process: 0C, 0M, 0Y, 0K
HTML/RGB: 255R, 255G, 255B

SPIRITgreen

Pantone: 367 (C, U, M)
Process: 50C, 6M, 90Y, 0K
HTML/RGB: 155R, 187G, 89B

SPIRITblack

Pantone: Black (C, U, M)
Process: 0C, 0M, 0Y, 100K
HTML/RGB: 35R, 31G, 32B